

Technical Writing in China at Huawei and Alibaba

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About Alibaba



- World's largest destination for online shopping.
Transactions on its online sites \$248 billion last year, more than those of eBay and Amazon.com combined
- It has control of eighty percent of China's online shopping market
- Because of the Chinese government's strict internet control, sites like Ebay and Amazon have been locked out of the Chinese market, leaving Alibaba to grow and prosper without much competition
- We visited Alibaba on January 6th, 2020

Visiting Alibaba

- We met with Felix Wu, Head of Globalization and Content Design, and his team at their global headquarters outside Hangzhou, China
- He presented to us about Alibaba's massive cloud, the backbone of Alibaba's technology
- We toured through a museum detailing the history of Alibaba as well as the development of products overtime and new products they are working on

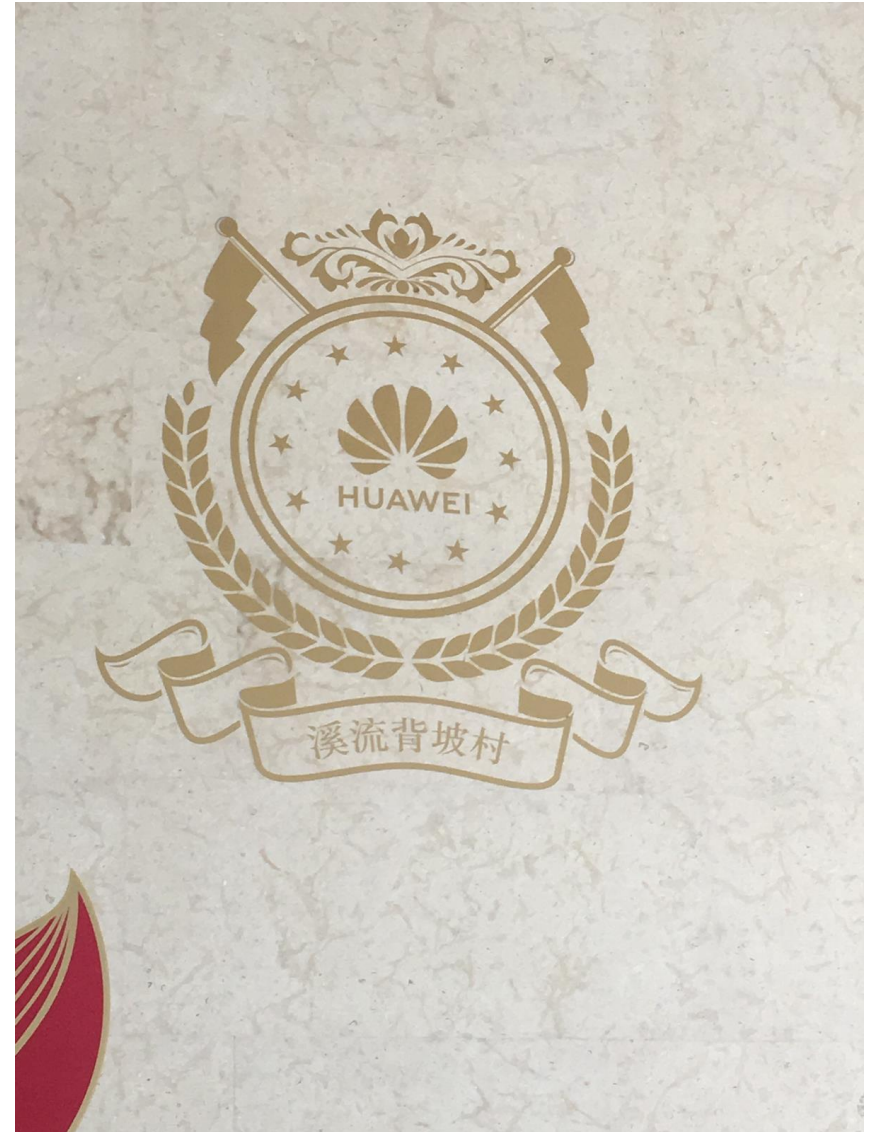


Takeaways from Alibaba

- Alibaba's cloud technology has grown to support many products ranging from retail to financial to health clouds
- Alibaba Cloud intelligence revenues since 2015 are higher than the top four competitors combined
- We learned that Felix's team of technical writers do the following duties: Design information architecture, localize products, translate documents, develop code samples, create video clips, product UI text, write product docs, solution docs, and whitepapers

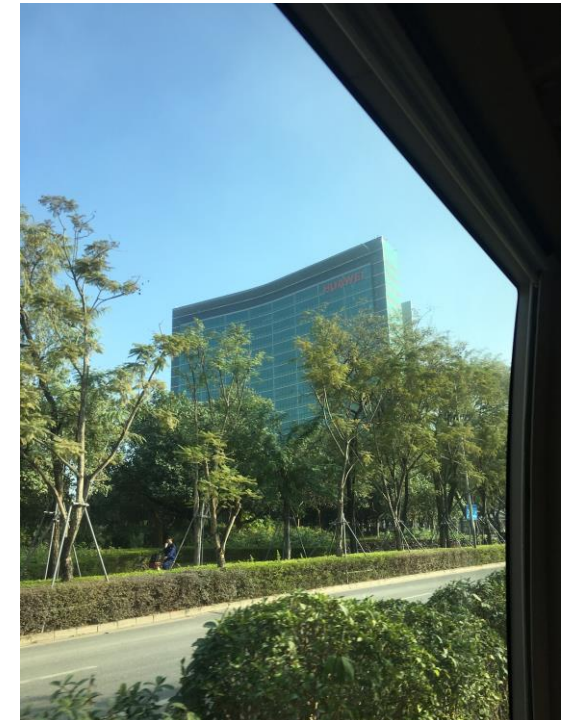
About Huawei

- Founded in 1987 by Ren Zhengfei in Shenzhen, China
- Began as a reseller of imported telecommunications products
- Grew into an international company with a diverse portfolio of products and services.
- We visited Huawei on January 2 2020



Visiting Huawei

- At Huawei, we met with Christopher Pereira, Huawei's Director of Public Affairs
- He took our group through Huawei's showroom which featured many of their current products, and delivered a presentation about the growth of the company and the challenges it currently faces.
- After the presentation, we toured Huawei's two campuses in Shenzhen.
- The campuses were split between normal business operations and research and development.



Takeaways from Huawei

- Huawei provides an innovative line of products which is available on an international level except in the U.S.
- Their innovation is due to the emphasis the company places on investing heavily in research and development
- This practice has led them to become a leader in the race to 5G which has put them in a prime position on a global scale as 5G networks are built and rolled out to the public.



Takeaways about Technical Writing in China

- Technical writing is a growing industry in China as more companies move to offering cloud based services and use online technology
- Roughly 60% of technical writers are women
- Since it is a young growing business in China, most technical writers we met with had a neutral to worried stance on job security

